

**PUBLIC HEALTH COUNCIL  
EXECUTIVE COMMITTEE  
MINUTES**

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July 22, 2005, 1:00 – 3:00 p.m.

Department of Agriculture, Trade, and Consumer Protection  
Room 106, 2811 Agriculture Drive, Madison, WI 53701-1109

STATE OF WISCONSIN

**MINUTES OF THE MEETING OF JULY 22, 2005**

**Committee Members in Attendance:** Ayaz Samadani (Chair); Gary Gilmore (Secretary); Bevan Baker (by teleconference); Julie Willems Van Dijk (via teleconference); Jeanan Yasiri

**Absent Committee Members:** Sandy Anderson (Vice-Chair); John Bartkowski (Vice-Chair); Stephan Hargarten

**Division of Public Health Staff:** Herb Bostrom, Deputy Administrator; Susan Wood, Director, Bureau of Health Information and Policy; Patricia Guhleman; Stacia Jankowski

**Call to Order**

Dr. Ayaz Samadani called the meeting to order at 1:06 p.m.

**Review of Minutes from Previous Meetings**

Jeanan Yasiri made a motion to approve the May 27 minutes as written, and Dr. Gary Gilmore seconded it. The motion carried.

**Administration**

***Protocol development for news media contacts***

Susan Wood explained that while the Department has not yet received any requests from the media on behalf of the Council, the Executive Committee has previously indicated that they would like to be prepared for such a request. Dr. Samadani asked about the current process for responding to media requests within the Department. A briefing will be provided at the next Committee meeting on how this currently works, and Stephanie Marquis, the Department's Communications Director, will be invited to meet with the Committee. Ms. Wood offered to present a draft protocol at the next Committee meeting.

Ms. Wood reminded the Committee that at the last meeting, staff had been asked to develop talking points for issues the Council is discussing. Due to the broad range of topics that are within the purview of the Council, more discussion needs to occur to provide direction to staff. Ms. Wood said that the Department already has developed a number of fact sheets for public use that could be used by the Council. This information will be incorporated into the draft protocol developed by staff.

***Draft Semi-Annual/Annual Report***

Ms. Wood reported that the Council statutes require that the Council submit a report, at least annually, to be submitted at a minimum to the Secretary of the Department. Staff will develop a proposed distribution plan for discussion at the next Committee meeting. Ms. Wood recommended that the report be submitted each year near the end of the year. The Committee decided to submit a report bi-annually in October and March beginning in 2006, with the first report issued in October 2005. This will allow the report to serve as a voice for the work of the Council.

The Committee discussed the content and decided that both committees (State Health Plan and Emergency Preparedness) should contribute to the report. The committees will each be asked to submit a report to the Executive Committee prior to the October Executive meeting. In addition, Dr. Gilmore suggested that the three overarching priorities should be addressed in the State Health Plan Committee's report.

### ***Resolution Evaluation***

Dr. Samadani reported that the Council had received a letter asking how it planned to implement the resolution passed earlier this year about tobacco use. Discussion about the role of the Council related to implementation included how to define success for these resolutions and how to track resolution follow-up activities by Council members. The decision was that the Council was not responsible for providing implementation and/or evaluation recommendations unless requested by the agencies directly involved with the activity.

The Committee decided that a mechanism for obtaining feedback needs to be developed. Ms. Yasiri recommended that the Committee be thoughtful in the development of impact evaluation (versus implementation), recognizing limited staff resources. At the last meeting of the year, the Council will review the resolutions passed by the Council to identify progress made (for example, legislation that has been passed). To track activities by the members (collectively or individually) related to the Tobacco Resolution, staff will send out an e-mail requesting information.

### ***Nominating committee for 2006 officers***

Ms. Wood said that the nominating committee needs to be formed prior to the last meeting of the year, and the Chair is responsible for appointing the Committee. Elections are to occur at the first Council meeting of the year. The Executive Committee decided to identify the Nominating Committee prior to the December Council meeting. The nominating committee will work to identify the nominees through December and January, and will announce its recommendations prior to the February Council meeting. Members noted the importance of the requirement in the rules of order to accept nominations from the floor, and will be mindful when presenting this at the meeting.

### ***Committee Issues***

#### ***Report from Emergency Preparedness Committee and ways to support it***

Dr. Kurt Reed reported that the Emergency Preparedness Committee held its second meeting on June 14 with 17 of the 24 members in attendance. He reported that the Committee discussed meeting more often than quarterly, as requested by the Council. The Committee has decided to continue to meet quarterly in order to maintain the high attendance, but reserves the option to hold ad hoc or emergency meetings if needed. Changes to the charter were suggested and will be forthcoming.

Dr. Reed said that the Committee identified 14 strategic issues it plans to prioritize at coming meetings. Dr. Reed said he would like to provide more detail on these issues at the next Council meeting. Dr. Samadani asked if there is any way to consolidate these issues. Dr. Reed said there was some overlap, but this should be addressed in the coming meetings.

Dr. Gary Gilmore offered to serve as the Health Resources and Services Administration (HRSA) representative if the grant is approved.

#### ***Report on the State Health Plan Committee's activities***

Patricia Guhleman reported that the State Health Plan Committee held its second meeting. The committee heard presentations on evidence-based practices and sustainable funding in order to increase Committee members' knowledge about these state health plan priorities. A subcommittee, self-identified, agreed to meet about one or two items prior to the next Committee meeting in order to develop a work plan or "roadmap" for the Committee's work.

Ms. Guhleman reported that the Committee is interested in the mechanism for reporting and bringing issues to the Executive Committee. The Executive Committee indicated that reports and questions could be provided in writing, in person, through a presentation, and through the committee minutes. Dr. Gilmore asked that the Committee keep a focus on the state health plan's three overarching goals including in reporting back to the Executive Committee and full Council.

Ms. Willems Van Dijk suggested that the Council may have a role to play in the development of the state health plan for the year 2020. The Committee agreed to defer this discussion until early in 2006.

### ***Linking the activities of the Emergency Preparedness and State Health Plan Committees***

Based on the reports provided by these committees, the Executive Committee noted the overlap that exists in the issues identified by the Emergency Preparedness Committee and the State Health Plan Committee. Based on this overlap, the Executive Committee was concerned about working cooperatively and without creating duplication. The Committee decided that following the reports at the Council meeting, the charters would be reviewed to address any redundancy. Ms. Yasiri suggested that as part of the agenda, the following question should be added: “Where does overlap exist and what can be done to reduce that overlap?”

### ***Agenda for August 5, 2005***

The following items were added to the agenda:

- A report on the Public Health Leadership Institute, following the presentation by Dr. Patrick Remington.
- A status report on the state budget items that are of interest to the Council.

Due to the addition of these items, the meeting time was extended to 2:30 p.m.

Dr. Samadani requested that the issue of obesity be added to the agenda. The Committee decided to distribute the Wisconsin Medical Journal on this topic to all Council members at the August meeting and include the discussion on obesity, physical activity, and nutrition in the October agenda.

Ms. Willems Van Dijk suggested that Dr. Patrick Remington be included as a standing item on the agenda. Ms. Wood will contact Dr. Remington to see if this is possible.

### **Discussion Items**

#### ***Public Health Advisory Committee***

Mary Jo Baisch, Chair of the Public Health Advisory Committee (PHAC), has requested formation of a workgroup composed of PHAC members and Public Health Council members. Dr. Samadani asked that this meeting be held one hour prior to the Executive Committee meeting on September 30. Dr. Samadani, Dr. Gilmore, and Bevan Baker volunteered to participate in this workgroup.

#### ***Letterhead***

Ms. Wood distributed a draft letterhead that could be used for future communication related to the Council. The Committee requested the following changes:

- Lighten the color.
- Add a mission/purpose statement (e.g., meeting the 2010 objectives).
- Include the city/township for each member to show the distribution of membership.

### **Agenda Items for Next Meeting of the Executive Committee**

- News media protocol briefing and proposal
- Review of proposed semi-annual report distribution list

### **Next Meeting**

The next meeting of the Executive Committee is scheduled for September 30, 2005, from 1:00 – 3:00 p.m. in a location to be determined.

### **Adjournment**

Dr. Samadani adjourned the meeting at 2:48 p.m.